



MWR THEME OPERATIONS

NOVEMBER 2004

Introduction:

Our November edition of *E-news* is filled with a lot of exciting and useful information. We've included many valuable articles ranging from our latest promotions to some really exciting recent grand opening news. We have also included an article about tip allocation procedures and tip reporting, which remains a major area of importance in any unit where tips are accepted.

Our first Habanero "Fresh Mex Grille" and a Primo's Express at Mannheim, Germany opened for business on October 14th in the Ben Franklin Village Bowling Center, Mannheim Germany. The Habanero brand represents a great collaborative effort between 26th ASG and USACFSC personnel to create and launch this exciting new food concept, featuring fresh, made to order burritos, quesadillas and much more. You can read more about this unit on page two.

This month's leadership article continues the series on emotional intelligence (EI), and defines how we can evaluate the five different components of EI, starting with self-awareness.

I appreciate all of the hard work each of you do every day to make your MWR Theme Operations successful, and I look forward to an exciting future for us all, that's filled with it's share of new challenges as well as the many opportunities to better serve those who serve.

Sincerely,

Roger Weger
Chief, Food Services Division

Leadership:

Evaluating Emotional Intelligence

Last issue, we defined emotional intelligence (EI). This issue we'll begin to explore the five components of EI, along with methods for evaluating a person's EI. The five components of EI are: self-awareness, motivation, empathy, self-regulation, and social skill. Let's explore the first; self-awareness.

Self-awareness is the first component of emotional intelligence. Self-awareness means having a deep understanding of one's emotions, strengths, weaknesses, needs, and drives. People with strong self-awareness are neither overly critical nor unrealistically hopeful.



People who have a high degree of self-awareness recognize how their feelings affect them, other people, and their job performance. Self-awareness extends to a person's understanding of his or her values and goals. Someone who is highly self-aware knows where he is headed and why; so, for example, he will be able to be firm in turning down a job offer that is tempting financially but does not fit with his principles or long-term goals. A person who lacks self-awareness is apt to make decisions that bring on inner turmoil by treading on buried values. "The money looked good so I signed on," someone might say two years into a job, "but the work means so little to me that I'm constantly bored." The decisions of self-aware people mesh with their values; consequently, they often find work to be energizing.

How can one recognize self-awareness? First and foremost, it shows itself as candor and an ability to assess oneself realistically. People with high self-awareness are able to speak accurately and openly (within boundaries) about their emotions and the impact they have on their work.

Self-aware people can also be recognized by their self-confidence. They have a firm grasp of their capabilities and are less likely to set themselves up to fail by, for example, overstretching on assignments. They know, too, when to ask for help. And the risks they take on the job are calculated. They won't ask for a challenge that they know they can't handle alone. They'll play to their strengths.

In our next issue, we'll discuss another important component of EI, motivation. **(POC: Jeff Willis, DSN 761-5227, email: Jeff.Willis@cfsc.army.mil)**

Bite Me Combo Craze Promotion

The "Bite Me" Combo Craze Promotion will begin 1 January and run through the end of March at 37 participating MWR Theme Operations. The Promotion is designed to increase combo sales at participating locations. Guests will receive a pull-tab game piece each time they order a combo meal. Guests who match three icons on their game piece will win instant prizes. Front counter staff should also instruct guests to register their game piece online at www.mwrpromotions.com to win a chance at an IPOD mini. Promotion materials, employee handbook, instant prizes and game pieces should be at your facility by 15 December. (POC: Kristen Kea, 703-428-6119, e-mail: Kristen.Kea@cfsc.army.mil for more information).



Annual MWR Theme Operations Client Survey Coming Soon

On 1 February 2005, MWR Theme Operations personnel will be distributing our annual Client Survey to our Unit Managers and MWR Directors. We've developed this survey to help us better service your needs. The survey consists of 15 questions using a rating scale, and space will also be provided for your comments. Please take the time to fill out the survey and send it back to us at MWR Theme Operations. We look forward to hearing from all of you. **(POC: Gloria Bailey-Davis, DSN 761-5207, e-mail: Gloria.Bailey-Davis@cfsc.army.mil)**

Best in Class & Most Improved Unit Awards

MWR Theme Operations personnel are developing a Letter of Instruction (LOI) for our Best in Class and Most Improved Unit Award competition. Every year at the MWR Theme Operations Unit Manager Conference we recognize the Best in Class in each of our seven brands, plus one award to the Most Improved Unit overall. The soon to be released LOI will allow each unit to compete equally by knowing the specific criteria for the twelve month period covered. The grading system is based on a max score of 100 points, covering six major areas: Financial Management, Marketing/Advertising, Food Sanitation, Area Manager Evaluation, Team Member Training, and Unannounced Shopper Survey. Best in Class Award winners receive a plaque, recognition pins, and a large banner to display at their unit, but, first and foremost, the satisfaction of being #1 in their respective category! The Most Improved Unit receives a plaque to display at their unit. (POC: George J. Dickson, DSN 761-5228, e-mail: George.Dickson@cfsc.army.mil)

Pick the Pros Football Promotion Update:

Gridiron madness is alive and well at five locations to include Fort Bragg, Fort Stewart, Fort Irwin, Fort Riley and Fort McCoy.

At each location weekly prizes are awarded to customers that select the most correct winners during each competition week. Weekly drawing winners are also selected from the previous week's pick slips. Everyone has a chance to win!

There is also a bi-weekly competition among the participating installations called the **Big Green Pick** award. Each installation picks game winners based on their customer picks. The last half of the season usually gets the competitive juices flowing and their pride is on the line...big time!

Through the first four weeks of competition Fort Stewart is in the lead with 33 points. Fort Riley is a close second with 30 points, Fort McCoy-26 points, Fort Bragg-24 points and Fort Irwin-20 points. There are four more weekly competitions and with only 13 pts differential from first to fifth place, the competition is still wide open! (POC: Lisa Holland, DSN 761-5212, e-mail: Lisa.Holland@cfsc.army.mil)

Photo caption: Big Green Pick Award celebration



Grand Opening

Habanero “Fresh Mex Grille” and Primo’s Express Mannheim, Germany:

The first Habanero “Fresh Mex Grille” and 13th Primo’s Express units officially opened for business on Thursday, October 14th in the Ben Franklin Village Bowling Center, Mannheim Germany. Mr. Doug Smith, Chief, 26th ASG, Hospitality Management Group welcomed the approximately 250 invited guests to the soft openings held on October 12th and 13th. The Habanero brand represents a great collaborative effort between the 26th ASG and USACFSC personnel to create and launch this exciting new food concept offering made-to-order burritos, soft shell tacos, quesadillas, as well as frozen margaritas, nachos and much more. Renovation of the 3,000 square-foot facility began in July 2004. Total cost for the install and upgrade was approximately \$125,000. Habanero and Primo’s Express are open for business Sunday 12:00 - 8:00 PM, Monday -Thursday 11:00 AM - 9:00 PM, Friday 11:00 AM – 10:00 PM, and Saturday from noon to 10:00 PM.

These units mark the 54th and 55th units to join the growing family of MWR Theme Operations.



Future Grand Openings

Two Strike Zones are scheduled for Grand Openings in the month of November. The first is at Stuttgart, Germany on 4 November 2004 and the other at Fort Knox, KY on 18 November 2004. Our opening teams are already on site providing training and support to these units. Look for their stories in the December edition of E-News. (POC: George J. Dickson, DSN 761-5228, e-mail:

George.Dickson@cfsc.army.mil)

Status Report

Fort Leonard Wood Strike Zone:

The Fort Leonard Wood Strike Zone (open only a month) has seen its food sales double in September 2004, compared to sales from September 2003. The most popular menu items are Primo’s delicious whole pizzas as well as pizza by the slice. The newly remodeled Strike Zone snack bar opened on 1 September 2004, and is managed by Mark Onstad. According to Mark, he has received many compliments on how “delicious” the food tastes, and he says guests are extremely

happy with the varied menu Strike Zone offers. (POC: George J. Dickson, DSN 761-5228, e-mail:

George.Dickson@cfsc.army.mil)

Tip Allocation and Tip Reporting

“IRS Auditors Review Major Restaurant Chain for Tip Reporting Compliance – Claims Chain Owes \$31.4M in Back Taxes for Underreporting Tips Earned by Servers”.

The headline is true. The name was deleted to protect the innocent. The question is: Will **YOUR** facility make the headlines next?

The Internal Revenue Service requires F&B activities (with limited expectations) to annually file IRS Form 8027. This reports your total sales (by cash and credit card); total tips reported by your employees; as well as the total amount of allocated tips (if any) you made to employees every pay period, throughout the payroll year.

Does this apply to the activity you manage? This depends on how you answer the question: “Do people leave (any) tips?” If yes, you are required to go through the process to determine if you are excluded.

The IRS also has penalties for failing to file, filing late, and filing the Form 8027 with omitted or incorrect information. It should also be noted that there are personal perjury penalties that attach for sending in false information.

If you did not file an IRS Form 8027 in CY 2003, you should immediately read the Tip Allocation & Tip Reporting Managers Guide to determine if you are required to file. If you are, then you should re-create 2003 and file the report, within 30-days. If allocations were required, and you did not send that information to payroll during the 2003 pay year, you will also have to notify payroll of the new amounts, and employees will be issued an amended W-2 form for CY 2003, and be subject to whatever back taxes, interest, & penalties that might apply. After completing 2003, you’ll need to bring your 2004 records up to date, as the 2004 report is due to the IRS on 1 March 2005.

The tip Allocation & Tip Reporting Managers Guide and an Addendum is available for downloading at http://www.armymwr.org/home/Show_file.asp?fileID=585. It contains all the information you need to comply with the IRS and Army Regulation requirements. (POC: Robert Glotfelty, DSN 761-5209, e-mail: Robert.Glotfelty@CFSC.army.mil)

Promotions

The VIP Program:

The VIP Program, which began on 1 August 2004, is taking on a new twist. Beginning 1 November 2004, we are introducing the VIP Extra Double Punch Tuesday. In order to help units build business we’re giving all VIP Card Holders double punches for each Combo Meal purchased all day on Tuesday until the promotion ends on 31 December 2004. Be sure to have a team meeting on getting the word out about the “Extra” guests can get for being loyal patrons. (POC: George J. Dickson, DSN 761-5228, e-mail: George.Dickson@cfsc.army.mil)

Test your ServSafe Knowledge (See Last Page for Answers)

1. Q. True or False: During handwashing, foodhandlers must vigorously scrub their hands and arms for two minutes.

2. Q. True or False: Gloves should be changed at least every four hours during continual use.
3. Q. True or False: A foodhandler must wash their hands after smoking.

Guest Service Tip of the Month

The Principles of Guest Service in Quick Serve Operations:

- **Quickly:** Our guests expect things to be served quickly.
- **Accurately:** Our guests expect their orders to be accurate and complete.
- **Friendly:** Our guests expect an upbeat and positive attitude.
- **Respectfully:** Our guests expect to hear “my pleasure” when they say “thank you.”
- **Quality:** Our guests expect the highest quality of food and beverage.
- **Helpfully:** Our guests need our assistance and welcome our suggestions.
- **Caringly:** Our guests need to be treated as if they are visiting our home. They need to feel welcome.
- **Attentively:** Our guests want and need our full attention. They expect us to listen to their requests.
- **Anticipating:** Our guests need us to look out for their interests. They appreciate when we anticipate their needs and deliver on exceeding those needs.
- **Successfully:** Our guests want to complete their experience successfully. We can help by committing to mastering the Quick Serve Service Standard.

Transitions:

Mr. Ed Urban, a CFSC Business Programs Food Services Division team member has departed to accept a job as General Manager of Army Navy Country Club. For the past 3 1/2 years Ed was our MWR Theme Operations Resource Management and Analysis Specialist. We wish all the best to Ed and his family.

Congratulations to **Ms. Kwon Kwi Ye**, who has become the new Manager at Camp Casey, Korea's Primo's Express. She has 10 years experience in MWR, and has served as the Assistant Manager for the past 5 years, before being promoted to her current position on 1 September 2004.

Training:

We're currently creating a Master Training Base on Food Safety Training offered by the National Restaurant Association Educational Foundation (NRAEF). If you are currently certified by the NRAEF in ServSafe (Manager Training Certification) please provide your name, e-mail address and date you were certified to your Area Manager, or e-mail Mr. Dickson at George.Dickson@cfsc.army.mil. Please respond by **31 December 2004**. Thank you in advance for providing us with this information.

Mark your Calendars

The 2005 MWR Branded Theme Manager's Conference is scheduled for 3-8 April 2005, in Orlando, Florida. Please be sure to put these dates on your planning calendar to attend this valuable training event. More information will follow in the future editions of E-News.

Answers to ServSafe Questions: 1. False 2. True 3. True

Feedback:

Thanks for reading *E-News*. We encourage you to provide us your feedback. We're always looking to share good ideas and celebrate your successes in *E-News*. Please e-mail your information to George.Dickson@cfsc.army.mil.

Closing Thought:

Choose a job you love, and you will never have to work a day in your life.
-Confucius

